



WKMG

# ORDER

Flight Dates 10/29/12-11/06/12

Contract / Revision 257252 /  
 Original Date / Revision 09/21/12 09/21/12  
 Advertiser POL/FI Vote NO on 6 Commi

Product  
 EST. ID 11626  
 Agency Com 15%  
 Billing Contact  
 11350 Random Hills Rd, Ste 670  
 Fairfax, VA 22030

Agency Media Strategies and Resear  
 Buying Contact  
 11350 Random Hills Rd, Ste 670  
 Fairfax, VA 22030

Sales Office NAT  
 Sales Region NAT  
 Agency Ref

Order Sep 00:15:00  
 Estimate #  
 Alt Order #  
 Billing Type Cash  
 Order Type GENERAL  
 Billing Cycle EOM/EOC  
 Billing Calendar BROADCAST  
 Demographic A25-54  
 Rev Codes AGY POL ISSUE  
 Product Codes PL-Ballot-Related  
 Priority P-3  
 Advertiser Ref

Primary Account Executive  
 National House

Account Executive	Order%	Start Date	End Date
National House	100%		

Order Share 100% Market Value 180550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	91	\$153,467.50	\$180,550.00	0.00	10/29/12	11/06/12	91	\$153,467.50	\$180,550.00
Totals	91	\$153,467.50	\$180,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	10/29/12	11/06/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	2	\$700.00	P-3	0.00	NM	7	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$700.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$700.00		0.00			
2	WKMG	10/29/12	11/06/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$600.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$600.00		0.00			
3	WKMG	11/03/12	11/03/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$600.00		0.00			
4	WKMG	10/29/12	11/06/12		CM	11a-12p	M---F--	:30	2	\$1,200.00	P-3	0.00	NM	3	\$3,600.00



WKMG

Print Date: 09/21/12

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Contract / Revision **257252** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:15:00

Advertiser **POL/FI Vote NO on 6 Comr** Product **EST. ID 11626**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11-12p Price Is Right															
Price Is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M---F--					2	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
5	WKMG	10/31/12	10/31/12	Local 6 News 12-1230p CM		12-1230p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
Local 6 News 12-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$1,000.00		0.00			
6	WKMG	10/30/12	11/01/12	1230-2p CBS Soaps CM		12:30-2p	-T-T----	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
Soaps															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---					2	\$1,000.00		0.00			
7	WKMG	10/29/12	11/05/12	3-4p Doctors CM		3-4p	MTWTF--	:30	1	\$500.00	P-3	0.00	NM	6	\$3,000.00
The Doctors															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$500.00		0.00			
8	WKMG	11/05/12	11/05/12	News at 5p CM		5-530p	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
News at 5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$850.00		0.00			
9	WKMG	10/29/12	11/05/12	News at 6p CM		6-630p	MTWTF--	:30	1	\$1,200.00	P-3	0.00	NM	6	\$7,200.00
News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
10	WKMG	11/02/12	11/02/12	News at 7p CM		7-7:30p	----F--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
News at 7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$1,500.00		0.00			
11	WKMG	10/29/12	10/29/12	M-F 7:30-8p Inside Ed CM		730-8p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
Inside Edition															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----					1	\$1,500.00		0.00			
12	WKMG	10/30/12	10/30/12	Tue Prime 8p CM		8-9p	-T-----	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$18,000.00		0.00			
13	WKMG	10/31/12	10/31/12	Wed Prime 9p CM		9-10p	--W----	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
Criminal Minds															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$11,000.00		0.00			
14	WKMG	11/01/12	11/01/12	Thu Prime 10p CM		10-11p	---T---	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
Elementary															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$8,000.00		0.00			
15	WKMG	11/02/12	11/02/12	Fri Prime 10p CM		10-11p	----F--	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
Blue Bloods															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$15,000.00		0.00			
16	WKMG	11/03/12	11/03/12	CM		8-9p		:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00



WKMG

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Contract / Revision **257252** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:15:00

Advertiser **POL/FI Vote NO on 6 Comr** Product **EST. ID 11626**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Sat Prime 8p Crimetime Sat 8p			-----S-								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$2,000.00		0.00			
17	WKMG	11/04/12	11/04/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----S	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$15,000.00		0.00			
18	WKMG	10/29/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	5	\$2,500.00	P-3	0.00	NM	6	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$2,500.00		0.00			
19	WKMG	11/04/12	11/04/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$2,500.00		0.00			
20	WKMG	10/31/12	10/31/12	M-F David Letterman David Letterman	CM	1136p-1238a	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$1,000.00		0.00			
21	WKMG	11/03/12	11/03/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----S-	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$750.00		0.00			
22	WKMG	11/05/12	11/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$700.00		0.00			
23	WKMG	10/29/12	11/06/12	CBS This Morning The Early Show	CM	7-9a	MTW----	:30	1	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-W----		2				\$600.00		0.00			
		Week: 11/05/12	11/11/12	-T-----		1				\$600.00		0.00			
24	WKMG	10/31/12	10/31/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$1,200.00		0.00			
25	WKMG	11/02/12	11/02/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,000.00		0.00			
26	WKMG	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$3,000.00		0.00			
27	WKMG	10/29/12	11/02/12	News at 5p News at 5p	CM	5-530p	MTWTF--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$850.00		0.00			
28	WKMG	10/29/12	11/05/12	News at 7p	CM	7-7:30p	MTWTF--	:30	5	\$1,500.00	P-3	0.00	NM	5	\$7,500.00



WKMG

Print Date: 09/21/12

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Contract / Revision **257252** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:15:00

Advertiser **POL/Fl Vote NO on 6 Comm** Product **EST. ID 11626**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News at 7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWT---					4	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
29	WKMG	10/30/12	11/05/12	M-F 7:30-8p Inside Ed	CM	730-8p	MTWTF--	:30	3	\$1,500.00	P-3	0.00	NM	4	\$6,000.00
Inside Edition															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-TF--					3	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
30	WKMG	11/05/12	11/05/12	Mon Prime 10p	CM	10-11p	M-----	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
Hawaii Five-O															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$15,000.00		0.00			
31	WKMG	11/03/12	11/03/12	Sat 11p News	CM	11-1135p	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
Sat 11p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$2,500.00		0.00			
32	WKMG	11/01/12	11/05/12	M-F David Letterman	CM	1136p-1238a	M--TF--	:30	1	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
David Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--					2	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
N 33	WKMG	11/02/12	11/05/12	CBS This Morning	CM	7-9a	M---F--	:30	1	\$600.00	P-3	0.00	NM	2	\$1,200.00
The Early Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$600.00		0.00			
N 34	WKMG	11/03/12	11/03/12	7-9a CBS This Morn Sa	CM	7-9a	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
7-9a Sat Early Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$600.00		0.00			
N 35	WKMG	10/30/12	10/30/12	11-12p Price Is Right	CM	11a-12p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
Price Is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$1,200.00		0.00			
N 36	WKMG	11/01/12	11/01/12	Local 6 News 12-1230p	CM	12-1230p	---T---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
Local 6 News 12-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$1,000.00		0.00			
N 37	WKMG	11/05/12	11/05/12	1230-2p CBS Soaps	CM	12:30-2p	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
Soaps															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
N 38	WKMG	10/29/12	11/05/12	3-4p Doctors	CM	3-4p	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	6	\$3,000.00
The Doctors															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$500.00		0.00			
N 39	WKMG	10/31/12	11/05/12	CBS Evening News	CM	630-7p	M-W----	:30	1	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
CBS Eve News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$4,000.00		0.00			



WKMG

Print Date: 09/21/12

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Contract / Revision    **257252**    Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision    09/21/12/    09/21/12

Order Sep    00:15:00

Advertiser    **POL/FI Vote NO on 6 Comrr**    Product **EST. ID 11626**

Estimate #

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 39	WKMG	10/31/12	11/05/12	CBS Evening News CBS Eve News	CM	630-7p	M-W----	:30	1	\$4,000.00	P-3	0.00 NM	2	\$8,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$4,000.00		0.00						
													<b>Totals</b>	<b>91</b>	<b>\$180,550.00</b>